

City of Seattle
CITIZENS' TELECOMMUNICATIONS AND TECHNOLOGY
ADVISORY BOARD

Meeting Minutes (Draft)
September 14, 2010

Attending

Members: John Neuharth, Chair Ted Schmitt, Vice Chair Daniel Carrillo, Jr. Karen Manuel Roni Ayalla Jac De Haan Tom Kee Fran Clifton William Pugh Stuart Maxwell Absent (Excused): Tom Kee Absent (Unexcused): Richard Huff	Public: John Klockner, Puget Sound Access Karen Campbell, SCAN producer Staff: Bruce Blood Tony Perez David Keyes Nicole Schultz
Follow-up items/Action Items for next meeting: <ul style="list-style-type: none">Identifying a Public Access Committee or contact	Attached documents: <ol style="list-style-type: none">John Klockner Hand-out (A New Model for Community Media in Seattle)SDOT Parking Map Fact SheetCable ReportCable Modem Policy EmailCommunity Technology ReportBroadband Position Paper

- 1. Call to order: John Neuharth, Chair** – called the meeting to order at 6:02pm. Motion to approve the agenda, agenda approved. There was a motion to approve the minutes from August – motion approved. No Chair report.

2. Public Comment

(See attached document)

John Klockner – Director, Puget Sound Access

John spoke about access and SCAN's current contract and that SCAN is going away as the city's current manager when their contract ends on December 31. John is concerned about public access, and that SCAN only represents one model, but that actually there are more than one model. He asked the members to read his report and he is available to answer any questions that members have.

Introduction of public who attended the meeting: Steve Martin and Rodger S

3. Introduction of Roni Ayalla

Roni currently works at the YMCA in technology programs, and has for about six months. She works mostly in youth programs with digital inclusion. She is finishing her Masters Degree in digital media at the UW, and will most likely finish in the winter. She is from Kansas.

John thanked Daniel for his service on the board as the Get Engaged member.

4. SDOT Parking Map (MaryCatherine Snyder, David Puckett, John Green)

(See attached document)

SDOT attended the meeting to present the Seattle Parking Map and e-Park projects. The website is seattle.gov/parkingmap and contact information is parkingmap@seattle.gov or Mary Catherine Snyder at 206-684-8110.

Seattle's e-Park project and Seattle Parking Map were launched on Thursday, September 9. The parking map has been a project for about a year, and e-Park has been in development for several years. These projects use technology and marketing to address upcoming changes to parking availability under the Alaskan Way Viaduct due to the viaduct and seawall construction projects. The Parking Map is intended to help people better understand Seattle's street parking regulations. Seattle is one of the first cities in the country to display all street parking signs as well as private and public garages and lots on a map— innovative on SDOT's part.

The e-Park project provides real-time parking space information for six garages in the downtown retail core. Signs are located at Pacific Place, the Convention Center garage, Pike Place Market, 3rd & Stewart, and several other facilities and along the public rights-of-way into the downtown from Interstate-5. Collectively, the participating six garages have over 4,500 parking spaces. The program will be expanded into Pioneer Square and the Central Waterfront in 2011 and 2012. The space availability counts are displayed on the Seattle Parking Map, with a three-minute refresh rate.

What is the basic technology used? For the Seattle Parking Map, SDOT is using ArcGIS Server with JavaScript enabled. The map pulls data directly from SDOT's Hansen Asset Management system. Most of the parking data on the map is refreshed nightly, with some parking garages and lot information updated quarterly.

The map's main purpose is to help people to make better parking decisions. For instance, for people traveling downtown or to a neighborhood business district to shop or see a movie, to understand parking availability and regulations. The project focuses on data for short-term and residential parking. It will help people know where legal parking can be found. The map also documents resident eligibility for SDOT's restricted parking zone permit program.

CTTAB would love this to be an I-phone app and an alerting system if you're parked illegally.

Is there a plan to make this part of My Neighborhood Map? This was created separately.

They would like CTTAB's help with the mobile applications or other desktop applications. CTTAB suggested that SDOT should do anything possible to make this more available to more developers. Make it easier for developers of GPS to make it easier for the user. DOIT staff noted that there are no non-commercial clauses in the use of City of Seattle data for mobile applications (e.g., a \$1.99 app).

Is there anywhere for CTTAB to look at the API? SDOT will make this available.

5. Tony Perez (Cable Report)

(See attached document)

The Cable Office is planning a seminar for apartment building owners and condo associations about contract renewals from cable operators. and thinking about putting on a seminar. Right now cable operators are offering a standard contract that locks apartment and condominium buildings into 15-year agreements. Such long commitments could be disadvantageous at a time when technology is changing so rapidly. It could also put a new operator at a competitive disadvantage in relation to the incumbent providers, because a new company would need to install new wiring into these buildings for Broadband purposes.

The Cable Office and City Light want to meet with Comcast to discuss the set-top boxes and how much power they consume. By now people should be able to buy their own energy efficient box, but it is still not available. Ted compared this to the era of when you had to rent your phone from AT&T and after a 50-year life span you paid \$10,000 for your little phone.

There is new management at Broadstripe. David Irons was let go, and the new general manager is John Bjorn.

6. Bruce Blood (Seattle.gov launch)

Three weeks away from a new home page and portal. In May – the mayor's office requested us to redesign the home page of Seattle.gov. Launch will be October 4.

The design concept was discussed with the Mayor's Office. The current site had many deficiencies and it was too busy with too much stuff on it, it had an outdated look. We reviewed numerous websites, and the Mayor's office decided they wanted to revert to a traditional navigational structure. If you want to look at an interesting website in concept but doesn't really work – look at the state of Utah. The website we liked best is Denvers site – the navigation was great.

We worked with Julie McCoy and Elliot Day from the Mayor's Office. They were both very helpful and knowledgeable and Julie could make decisions –which made it easier.

We partnered with Knowledge as Power to do usability testing. We did a couple of rounds of testing. The tests confirmed what we were expecting and we tried to implement as many improvements as we could.

Bruce presents the new homepage. It's wider, cleaner, more web 2.0, fewer categories and added pretty pictures.

Eventually there will be the login to my.seattle.gov and link to city staff directory. Trying to get people the information they need as quickly as possible.

CTTAB gave compliments to Bruce and the webteam and the re-design. Website looks great.

7. David Keyes and Derrick Hall (Cable Modem Policy & Community Technology Report)
(See attached documents)

The city's franchise agreement initially provided cable broadband service for community technology centers. As a result of the last franchise agreement, we were able to expand this service to non-profits. We have seen more projects in a "gray" area and our policy is not specific enough to address these and we would like feedback from CTTAB on this issue.

David asked the group what is the range of non-profits that should be served? CTTAB will look at the information provided and get back to David with suggestions. The timeframe is the next couple of months to get the feedback and make the decisions on where the distribution will happen.

Karen proposes that the information provided in the email look great – there's not a lot more work that needs to be done.

Ted suggested that David send a copy of this report to the board using google docs and that way the board can go into the document and make suggestions.

Community Technology Report – One Economy is interested in having CTTAB playing a role in their project. Maybe they will come to the next meeting.

8. Get Online Day – Karen Manuel

This will now be called Get Online. CTTAB is working with Vicky Yuki and Amy Hirotaka from David's team on the Get Online Day. They are focusing on four sites in both the Central District and Southeast Seattle. The labs are going to open their doors to people who have limited experience with the internet or don't know about the computer lab in the neighborhood. This will increase awareness in the labs, and what the city of Seattle is doing to address digital divide issues. There are plenty of opportunities for people to volunteer – showing people security measures on websites, how to use wi-fi, how to shop online or set-up a Facebook account. Karen is looking for ideas and she is starting to develop a list for what to do on this day and what demos to present. She is going to set-up a google doc.

They are getting the word out by creating flyers. There might be some money in the city budget to help pay for the design of the flyers.

9. Broadband Position Statement Discussion – Ted Schmitt

(See attached document)

Most people have read the document and given excellent input. Erin Devoto informed Ted that the city is working with a consultant and they have some thoughts about Broadband and CTTAB should work with the consultant before finalizing the Broadband position statement. Ted will

meet with Erin and the consultant on Friday, September 17 and then Ted will share the results of that conversation.

Ted might be meeting with the Mayor's Office on September 30 and he would like to hand this document to Julie McCoy then.

Ted will present a final draft and ask for an online vote. Next steps for broadband is to develop the FAQ and set-up community outreach events.

10. Board Business

- Follow-up with SDOT (Apps committee should own this). Will would like to help even though he's not on the committee.
- We need a home for public access. We've had two presentations on this topic, but we don't have anyone that works on this particular issue. John brought up some questions and suggested that CTTAB has a role in making suggestions to the council and mayor regarding Public Access. The Mayor's budget was discussed and the urgency of establishing a committee, but this time frame doesn't give CTTAB enough time to understand the issue and give solid input. CTTAB will take the topic on – this needs to be discussed more thoroughly.

Tony explained that there isn't much that can be said on this issue until the mayor presents his budget.

John Klockner responded that there are zero budget options in the city, there are a variety of options that don't require city funds. The city still needs to authorize and sanction what is going on.

Tony explained the city designates a public access provider, if it chooses to do so.

John Klockner – the city can decide whether there is a need or desire to have public access. Tony explained this is a policy decision.

JK – one reason you wouldn't want access is because it is expensive. All we need is public policy is to say access is a good idea. This is in JK's document he provided.

CTTAB will try to wrap their heads around the issues around public access.

Will asked when the contract is up for renewal – Tony answered at the end of this year.

JK – if there is money in the pipeline – who do you want to be the manager of that money?

The Westin Tour will be confirmed for October.

Tom spoke with council staff about Apps for Seattle. There will be more discussion in December.

TMF debrief meeting is scheduled for October 5 at 6p.m.

Adjourn at 8:05p.m.

Community Technology Report - September, 2010

Communities Connect Network/EdLab Group Public Computing Center BTOP stimulus grant proposal

We completed due diligence and are waiting to hear from the NTIA. It's a good sign that they continue to clarify details. We also had interest from the Department of Justice in the partnership that this project will provide between community technology centers, libraries and the justice centers (court system, law libraries, Washington Law Help/Northwest Justice Project).

One Economy Broadband Stimulus Project: 21st Century Communities

One Economy has begun implementation of their federal broadband stimulus project. They are looking to CTTAB for assistance with a planned Advisory Board. They are also planning a Seattle launch for November.

Get Online Day - Nov 19th

Staff has been working with the CTTAB committee (Karen, Fran and Daniel) to plan for this. From initial conversations with computer labs, they are very excited about this.

National Community Tech Resource Directory

We are just about finished with a taxonomy of community tech/digital literacy resources that Karen Manuel and David Keyes, along with CCN intern Ramona Black, have been working on. Community Tech organizations in San Francisco area and in Texas have been partnering. CTN Bay Area initially created the Delicious tagging that we've been building on for this project. We are also seeking input from others around the country on this.

Communities Online Project:

Vicky and Amy have continued to present to District Councils and Amy will be working with us until the end of the year.

South Park WiFi

South Park has raised \$500 towards a wifi project and created a wifi/community technology committee. Next step is a survey of businesses and identifying potential provider partners (e.g. Condo Internet).

WA State Broadband Planning

DIS is going to be setting up broadband planning meetings in King County. They have others scheduled around the state. David and the Communities Connect Network staff are assisting in marketing and providing feedback on a community institution survey.

WA State Community Technology Opportunity Program (CTOP)

\$500k was allocated for FY2009-10, initially to WSU, but the program was transferred to DIS. Unfortunately the funds were not spent and appropriated to DIS. They will be seeking legislation to appropriate these funds and continue CTOP in the 2011-12 budgets. David is meeting with Doug Mah at DIS about this on Sept 22nd.

PugetSoundOff.org Youth Civic Engagement

They are working with Councilmember Mike O'Brien's office on Human Rights Day planning. We had a very productive meeting to plan improvements to the groups functions and to plan integration/cross promotion between PSO and the City's Seattle.gov, teen portal and youth commission pages via feeds as well as calendar sharing.

RecTech Community Center labs

They had a very successful summer digital media program, culminating in a celebration at Garfield Community Center. Garfield students learned video production and South Park youth learned web design with instructors from 911 Media Arts Center. They created web sites, including a promotion for local businesses. The web designer/instructor plans to keep working with the South Park teens through the school year. The Rainier and other RecTech summer projects are posted on Puget SoundOff.

State Telecom regulation review

David was contacted by the UW Law School technology clinic for input on consumer interests and potential organizations to talk to for their project reviewing Washington State's telecom regulatory framework as set up by House Bill 2601. Former CTTAB member Bill Covington is leading this effort.

Technology Matching Fund 2010

We are completing contracts with the 2010 grantees and they are beginning to purchase equipment. We're asking the centers for potential timing of graduations and other public events to mark their implementation success.

Technology Matching Fund 2009 - East African Community Services (EACS)

East African Community Services (EACS) successfully completed their 2009 grant "Whole Families Literate". With a grant of \$18,700 they installed ESL and literacy building software in their computer lab and offered afterschool support to East African youth. They also provided Internet use and safety, basic computer literacy and employment training to parents. The organization matched the City's contribution with over \$25,000 in in-kind donations and volunteer support, and helped over 500 East Africans over the course of the grant. Zahra Aden is one 9th grader who improved her

research skills dramatically by working with EACS staff to learn appropriate Internet research techniques in the lab.

CTTAB
September 14, 2010
Office of Cable Communications, Director's Report

Apartment Building Cable service agreements: We are receiving a number of questions from owners of apartment buildings and condo association presidents about contract renewal notices from cable operators. In many cases they are being presented with a standard contract form that would lock them into 15-year agreements with their current provider. I have found that many of these individuals do not have sufficient information about the FCC non exclusive order or about intricacies of the FCC's inside wiring rules. We to planning to conduct a seminar for apartment building owners and condominium associations to explain the rules governing cable right of entry agreements so that they better understand their rights and negotiating leverage and to encourage them to keep their options open.

Seattle City Light /Comcast: We met with SCL's Community Conservation staff to discuss the potential for set-top box energy savings. Surprisingly, set -top boxes that include DVR and HD functions consume as much power as a large freezer. DOE has created new standards for Energy Star rated set top boxes that are much more energy efficient. SCL is interested in seeing if we can work with Comcast on an initiative to gradually phase out older boxes and replace them with the new energy efficient models. If successful the initiative will conserve several million Kilowatt hours per year and help SCL meet the requirements of the WA state Energy Independence Act. We will soon be meeting with Comcast to discuss this matter.

Radio Interview: I did an interview in Spanish with Radio Bilingue, Linea Abierta. Radio Bilingue is the first Spanish-language radio network to broadcast news over the public radio satellite system in the United States. Linea Abierta reaches hundreds of thousands of listeners nationwide and is the only Spanish-language news show aired on the national public radio network. The program is aired in Chicago, Los Angeles, San Diego, Seattle, Tucson, and dozens of other cities, as well as numerous rural areas across the country. The interview focused on efforts to expand Internet access to low-income communities, particularly in libraries and public schools, Internet affordability and competition, as well as efforts by municipalities to provide better Internet to their citizens.

Broadstripe New Management: David Irons was let go by Broadstripe. The new general manager is John Bjorn. We will be meeting with Broadstripe next week to further discuss the change and ongoing regulatory matters.

Cable Subscribership: For the first time in the history of the industry national cable and satellite subscribership has dropped. It is uncertain as this time whether the decrease is attributable to the poor economy, the increasing use of over-the-top video.

Seattle Channel Feature on Cable Office services: the Cable Office will be working with the Seattle Channel to produce an informational feature about service offered by the Cable Office.

Comcast Office visit: Brenda and I will be visiting the new Comcast customer service center at 12645 Stone Ave North



The graphic features a dark blue banner with a white 'P' in a circle and 'e-PARK' text on the left. To the right, the text 'Everything Easier Downtown' is written in white. Below the banner, the title 'Seattle Parking Map Fact Sheet' is centered, followed by the URL 'www.seattle.gov/parkingmap'.

Seattle Parking Map Fact Sheet
www.seattle.gov/parkingmap

The city of Seattle has created a Seattle Parking Map as a resource to Seattle visitors, drivers, and residents. The Seattle Parking Map shows street parking as well as garages and lots. There is a special focus on short-term access in downtown and in neighborhood business districts, as well as showing resident eligibility for restricted parking zones. The map provides an easy way for businesses and organizations to provide information about customer parking.

The Seattle Parking Map is part of the city's e-Park program, a new electronic parking guidance system to guide downtown customers and visitors to short-term, off-street parking spaces. The e-Park signs display real-time information to guide to participating garages with open spaces. The first phase has participating garages in the retail district of downtown and at the Pike Place Market. More facilities will be added in 2011 and 2012.

Highlights of the Seattle Parking Map:

- Locations of on-street parking signs and garages and lots citywide
- Paid on-street parking rates and for garages and lots
- Real-time space availability from the city's e-Park program
- Information about eligibility for the city's Restricted Parking Zone program

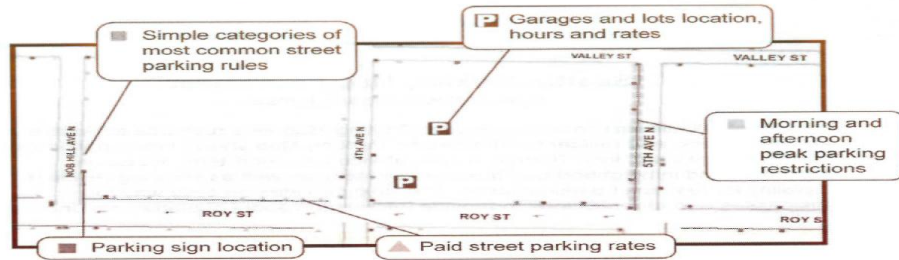
The map launched in September 2010 and will continue to add resources and update information as changes occur throughout the city. The map is provided as a public service to give general information about the location, price, availability, and hours of both on- and off-street parking.

Key Partners
A key piece of the Seattle Parking Map is partnering with private garage operators and owners to display information on garage hours, amenities, and short-term parking rates.

seattle.gov/ePARK
Real-Time Downtown Parking Info

(page 2)

The Seattle Parking Map shows:



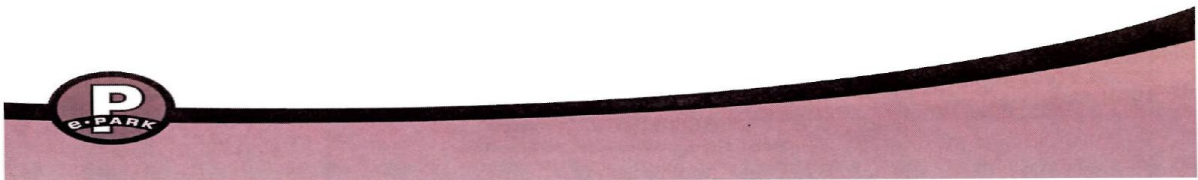
Real-time Parking Information

The map displays real-time parking stall availability from participating e-Park garages. Look for the e-Park symbol.

Technical Information

The city is interested in sharing parking data from the map for use in mobile or desktop applications. The Seattle Parking Map application uses the ArcGIS Server JavaScript API to consume several ArcGIS Server map services published and hosted by the city's GIS Department.

For more information, please contact parkingmap@seattle.gov



DRAFT

CTTAB Position Regarding Broadband for Seattle

The Citizens Telecommunications and Technology Advisory Board (CTTAB) urges the Mayor and the Council to move forward without further delay to bring a Fiber-to-the-Premise network to Seattle.

Access to a broadband internet connection at all premises in the city is the critical – indeed, the cornerstone – technology that will enable Seattle's citizens, businesses and institutions to compete and thrive in the global marketplace. State-of-the-art internet access is essential to Seattle's ability to compete and lead in the 21st Century global economy. CTTAB envisions access to the internet for all Seattle citizens, businesses, and institutions that is fast, fair, and everywhere. Achieving that vision will require the City to create a Fiber-to-the-Premise (FTTP) network.

A city-run FTTP network would provide superior speed, offer lower costs to users than present options, and provide equal opportunity to internet access across all Seattle neighborhoods. We believe the City has acted responsibly in carefully seeking and considering a number of options for fulfilling this need. It is now time to act. CTTAB believes that building an FTTP network is

financially feasible. This may require the City to provide retail service, at least initially, in order to minimize the risk of its investment.

Do Citizens Want or Need Broadband?

We know that many people doubt there is a need for the level of service FTTP would provide. Some argue that no one is asking for this level of service, or that existing options already meet market demand. Yet studies requested by the City confirm that there *is* demand and that it is not being met. From 2004 to the present, City government has carefully and thoroughly studied the desirability and feasibility of bringing FTTP broadband to Seattle. Each successive study has confirmed an abiding interest in internet access with FTTP-level capacity. For instance, a 2007 residential survey showed a strong interest from the citizenry in a City-run FTTP network. Given the results, the authors of the study concluded the opportunity for success of a City network was outstanding. A 2008 study to quantify the business case for FTTP in Seattle conducted by CTC for Seattle City Light and the City found that "Seattle residents and businesses recognize benefits of high speed networking" and that the need is not being met by private carriers.

At CTTAB, we see dozens of requests annually from community groups all over the city seeking matching grant funds to support adequate and affordable access for members of their community. We have spoken individually and as a board to business owners, would-be entrepreneurs, neighborhood groups, neighbors and friends to gain an understanding of how important this issue is to fellow citizens. Our sense is that there is not so much a lack of community interest in the promise of FTTP as there is a sense of not being empowered to change the status quo. Citizens get it, even if the issue is not in the headlines. Along with our fellow citizens, we see FTTP broadband as a means to keep Seattle globally competitive, promote economic development, offer new opportunities to provide 21st Century educational learning, enable innovative methods of health care delivery, and provide a ubiquitous and consistent level of service throughout the city.

Why a City-run FTTP Network?

The 2004 Citizen's Task Force on Telecommunications Innovation, established by former Mayor Greg Nickels and the City Council, found that fiber optic cable to the premises is the only technology presently available to meet Seattle's long-term technology infrastructure needs to remain competitive in the global economy. In the ensuing six years, technological advances in applications available on the internet, coupled with enormous broadband infrastructure investment in many developed and developing countries have only increased the imperative for the City of Seattle to build a state-of-the-art broadband network. A city-run FTTP network with capacity of at least 100Mb bi-directional throughput remains the only way to achieve the goals of global economic competitiveness and universal city-wide access.

The 2004 task force concluded that not only was FTTP desirable, but that the Seattle market lacks the competitive forces that might lead to a state of the art broadband network. Following the study, the City sought private sector partners to help it create a competitive FTTP network. The City issued a Request for Interest (RFI) to gather comments, form conceptual frameworks, and to identify partnership teams from private parties interested in and capable of partnering with

the City of Seattle. The RFI included the promise of access to an array of physical assets and other resources held by the city to support development of the citywide FTTP network. While the RFI received 28 responses, no private commercial provider emerged who was willing to build the FTTP network the task force envisioned.

Private operators may, quite logically from a business perspective, not build FTTP because the private returns from the sale of internet, video, and phone may not justify the investment. However, the City must use a more expansive measure of returns on investment. The social returns and economic benefits from broadband in the areas of electricity, health-care, transportation, education, and economic development could well be larger than the costs of building the network. Furthermore, the City has an interest in providing equal access across all Seattle neighborhoods, not just those likely to be the most profitable. The City must also factor these social and economic benefits into its decision making. No profit is made from building, maintaining and operating streets; it is the social and economic benefits that justify the investment.

Still, it is important the City minimize the risk of losing money in the direct investment. A 2007 financial feasibility study conducted at the City's request by CCG concluded that building an FTTP network with the capabilities envisioned by the Task Force could be financially viable with the right business model. The study recommended either a retail model with the City (or a non-profit corporation) providing retail services (much as Seattle City Light does for electricity) or a hybrid model with the City providing retail services for a number of years then transitioning to a wholesale provider role. The use of revenue bonds was also recommended to fund the creation of the network in order to drastically reduce any financial risk for the City. The 2008 CTC business case study affirmed the City has "compelling objectives in encouraging FTTP deployment, and there exists a foundation for investment in fiber."

We see no reason to question the conclusions of these reports or the wisdom of the citizen Task Force on Telecommunications Innovation. Indeed, our review of the literature from the experience of other communities reinforces their conclusions. The most likely outcome of doing nothing is that Seattle will lose its edge to cities that are better positioned to compete in a global economy that is increasingly dependent on information technology.

CTTAB Next Steps

We have had a number of productive discussions with the Mayor's staff and with all Council members on the issue of broadband. CTTAB believes this is one of the most important technology issues facing the City today, with far-ranging implications for the future economic and community development of Seattle. We appreciate your time and the seriousness with which you have welcomed our input.

CTTAB is united in our position on this important matter. In support of our recommendations and as part of our charter, CTTAB intends to advocate, solicit, and facilitate citizen participation in advancing the goal of FTTP broadband for Seattle. We look forward to further discussion with Council and the Mayor and welcome the opportunity to assist in realizing that goal.